



WKMG

ORDER

Print Date 10/01/12

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Flight Dates 10/02/12-10/06/12

Contract / Revision 260917 /

Original Date / Revision
10/01/12 10/01/12

Advertiser Pol/A Grayson/ Con/D/FL

Agency Buying Time, LLC

Buying Contact

650 Massachusetts Ave.
Suite 210
Washington, DC 20001

Product
GRAYSON FOR CONGRESS

Agency Com 15%

Billing Contact

650 Massachusetts Ave.
Suite 210
Washington, DC 20001

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2405

Alt Order # 06359684

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Representatives-Democrat

Priority P-2

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 20850

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	25	\$17,722.50	\$20,850.00	0.00	10/01/12	10/06/12	25	\$17,722.50	\$20,850.00
Totals	25	\$17,722.50	\$20,850.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	10/05/12	10/05/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	----1--	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/12	10/07/12	----1--		1		\$850.00		0.00					
E 2	WKMG	10/05/12	10/05/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	----1--	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/12	10/07/12	----1--		1		\$850.00		0.00					
E 3	WKMG	10/05/12	10/05/12	2-3p The Talk The Talk	CM	2-3p	----1--	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/12	10/07/12	----1--		1		\$400.00		0.00					
E 4	WKMG	10/05/12	10/05/12	News at 6p News at 6p	CM	6-630p	----1--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



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Contract / Revision

260917

Flight Dates 10/02/12-10/06/12

Hiatus Dates

Original Date / Revision 10/01/12/ 10/01/12

Order Sep 00:15:00

Advertiser **Pol/A Grayson/ Con/D/FL** Product **GRAYSON FOR CONGRESS** Estimate # **2405**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 4	WKMG	10/05/12	10/05/12	News at 6p News at 6p	CM	6-630p	----1--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----1--					1	\$1,000.00		0.00			
E 5	WKMG	10/05/12	10/05/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	----1--	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----1--					1	\$300.00		0.00			
E 6	WKMG	10/06/12	10/06/12	Sat 105-135a Insider Wknd	CM	105a-135a	-----1-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1-					1	\$250.00		0.00			
E 7	WKMG	10/06/12	10/06/12	Sat 1205-105a Extra Wknd	CM	1205-105a	-----1-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1-					1	\$350.00		0.00			
E 8	WKMG	10/06/12	10/06/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----1-	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1-					1	\$200.00		0.00			
E 9	WKMG	10/06/12	10/06/12	7-9a CBS This Morn Sa 7-9a Sat Early Show	CM	7-9a	-----1-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1-					1	\$350.00		0.00			
E 10	WKMG	10/06/12	10/06/12	Sat Prime 8p Crimetime Sat 8p	CM	8-9p	-----1-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1-					1	\$2,000.00		0.00			
E 11	WKMG	10/04/12	10/04/12	M-F 11p News M-F 11p News	CM	11-1135p	---1---	:30	1	\$1,700.00	P-2	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---1---					1	\$1,700.00		0.00			
E 12	WKMG	10/04/12	10/04/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	---1---	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---1---					1	\$850.00		0.00			
E 13	WKMG	10/04/12	10/04/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	---1---	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---1---					1	\$850.00		0.00			
E 14	WKMG	10/04/12	10/04/12	2-3p The Talk The Talk	CM	2-3p	---1---	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---1---					1	\$400.00		0.00			
E 15	WKMG	10/04/12	10/04/12	News at 6p News at 6p	CM	6-630p	---1---	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---1---					1	\$1,000.00		0.00			
E 16	WKMG	10/02/12	10/02/12	M-F 11p News M-F 11p News	CM	11-1135p	-1-----	:30	1	\$1,700.00	P-2	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-1-----					1	\$1,700.00		0.00			



WKMG

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Contract / Revision **260917** Flight Dates **10/02/12-10/06/12**

Hiatus Dates

Original Date / Revision 10/01/12/ 10/01/12

Order Sep 00:15:00

Advertiser **Pol/A Grayson/ Con/D/FL** Product **GRAYSON FOR CONGRESS** Estimate # **2405**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 16	WKMG	10/02/12	10/02/12	M-F 11p News M-F 11p News	CM	11-1135p	-1-----	:30	1	\$1,700.00	P-2	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-1-----					1	\$1,700.00		0.00			
E 17	WKMG	10/02/12	10/02/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	-1-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-1-----					1	\$850.00		0.00			
E 18	WKMG	10/02/12	10/02/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	-1-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-1-----					1	\$850.00		0.00			
E 19	WKMG	10/02/12	10/02/12	2-3p The Talk The Talk	CM	2-3p	-1-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-1-----					1	\$400.00		0.00			
E 20	WKMG	10/02/12	10/02/12	News at 6p News at 6p	CM	6-630p	-1-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-1-----					1	\$1,000.00		0.00			
E 21	WKMG	10/03/12	10/03/12	M-F 11p News M-F 11p News	CM	11-1135p	--1----	:30	1	\$1,700.00	P-2	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--1----					1	\$1,700.00		0.00			
E 22	WKMG	10/03/12	10/03/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	--1----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--1----					1	\$850.00		0.00			
E 23	WKMG	10/03/12	10/03/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	--1----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--1----					1	\$850.00		0.00			
E 24	WKMG	10/03/12	10/03/12	News at 6p News at 6p	CM	6-630p	--1----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--1----					1	\$1,000.00		0.00			
E 25	WKMG	10/03/12	10/03/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	--1----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--1----					1	\$300.00		0.00			
Totals														25	\$20,850.00